



**Request, Communications, Letters of Endorsement and Petitions in Support of the Change in the 17th Avenue Retail & Entertainment District BIA Boundary**

**FCS2010-23** Change to the Boundary of the 17th Avenue Retail & Entertainment District Business Improvement Area

ISC: Unrestricted

209-908 17th Ave SW Calgary, Alberta T2T 0A3  
City Clerk's Office  
Mail Code #8007  
P.O. Box 2100  
Station M  
Calgary, AB  
Canada T2P 2M5

To Whom it May Concern,

The 17th Avenue Retail & Entertainment District BIA is seeking an expansion of its current borders. The 17th Avenue Retail & Entertainment District BIA board has consented to a change in boundaries (as per AR 377/94 Section 7.1 (1)), please see attached board minutes for motion to expand boundaries, passed on October 9, 2018.

This is a mutually beneficial expansion, for both the existing BIA businesses, and those in the area to be expanded. The BIA has been contacted by a number of merchants in the area just outside of our Borders (such as Shag, Sylv Style Boutique, Avalon Salon & Spa, Curate Consignment, Simply Irie, Cowboy Smoke Shop) who would like to become a part of the 17th Avenue Retail & Entertainment District BIA. Given the plans that have been set into motion to increase the densification of our neighbourhood over the past three years and into the future, it would be reasonable to include these additional business areas in the 17th Ave RED BIA, as the revised boundaries will be able to support current businesses, the future businesses and the community at large. We would also like to increase our membership in order to increase our tax base so as to decrease or maintain our tax rate now and into the future.

The change in boundaries would pertain to the following locations (see attached map showing areas to expand BIA):

1. 16th Ave SW between 8th and 9th St SW
2. North (where possible) and South Sides of 17th Ave SW, East of 4th St SW to 2nd St SW
3. North and South sides of 17th Ave SW, west of 14th St SW to 16th St SW
4. North on 14th St SW (East & West Sides) to 15th Ave SW
5. North on 11th St SW to 15th Ave SW on East Side



6. North on 8th St SW (East & West Sides) to 14th Ave SW
7. North and South on 2 St SW (East & West Sides) between 15th Ave SW and 18 Ave

Additionally, I or the BIA Marketing Manager have personally visited and mailed a letter to each location in the proposed boundary expansion zones and invited them to the public open house. The public consultation will take place March 31, 2019 at the BIA office located at 209-908 17th Ave SW between 3:00 PM to 5:00 PM.

Attached below are :

- o Minutes of the Board meeting, Oct 9, 2018, where adjustments as listed above were approved.
- o A letter was sent out to the BIA membership & shared with the new boundary zones advising of the potential changes in boundaries and the open house.
- o A rough map of the proposed changes

If there are any further questions, please don't hesitate to ask. Further correspondence in support of this boundary change may be forthcoming. Sincerely,

Sincerely,

Kerri Burnside

A handwritten signature in black ink that reads 'K Burnside'.

Board Chair  
17th Ave Retail & Entertainment District BIA



## BOARD OF DIRECTORS MEETING

### MINUTES

November 20, 2018

**Present:** Esther Kelly (ED/EK), Kerri Burnside (KB), Martin Halliday (MHAL), Dan Northfield (DN), , Morgan Haight (MH) Alison Davison (AD), Chad McCormick (CM), Ernie Tsu (ET)

**Regrets:** Lindsey Collette (LC)

1. Call to Order - by KB at 1:37 PM
2. Call for motion to Approve Agenda by KB - MOTIONED BY MH, SECONDED BY CM, AIF(7) AO(0)
3. Call for Motion to Adopt Oct 9, 2018 Minutes & ED Report by KB - MOTIONED: DN SECONDED by: MH, AIF(7) AO(0)
4. 17<sup>th</sup> Ave SW Construction Project Update



## BOARD OF DIRECTORS MEETING

### MINUTES

October 9, 2018

**Present:** Esther Kelly (ED/EK), Kerri Burnside (KB), Martin Halliday (MHAL), Dan Northfield (DN), , Morgan Haight (MH) Alison Davison (AD)

**Regrets:** Lindsey Collette (LC) Chad McCormick (CM), Ernie Tsu (ET)

1. Call to Order - by KB at 2:08 PM
2. Call for motion to Approve Agenda by KB - MOTIONED BY DN, SECONDED BY MHAL, AIF(5) AO(0)

#### Standing Committees:

**2. Boundary Changes** - EK inquired if it was still the Board's desire to move forward with boundary expansion in 2019. MHAL advised that it would be in the best interest of the BIA. [REDACTED] EK advised already began work on letters required, getting the process from the BIA Liaisons to move forward, and information package about joining our BIA. [REDACTED] MOTIONED BY MH, SECONDED BY MHAL AIF (5) AO (0)



To Whom It May Concern:

The 17th Avenue Retail & Entertainment District Business Improvement Area is revising the BIA's borders (current borders are highlighted in red on the enclosed map) and would like your business to join our business association.

The 17th Avenue RED BIA has approximated 345 members who pay a small levy of 1.75% of their business taxes. This levy is rebated to the BIA office and those funds are used to promote, revitalize and beautify the district. A volunteer board of directors is elected each November at an annual general meeting. The BIA liaises with the City of Calgary for sidewalk repair, graffiti removal programs; and works with other BIA to establish policies that benefit inner city businesses. We also work to improve the businesses locally and nationally through media, event initiatives & marketing strategies. We continually build an online community and network that supports our BIA and leverage access to this network to promote our businesses, create community events that draw people to our area and assist business with cross promotion opportunities. Additionally, we advocate on behalf of our business in areas of public safety and crime prevention.

If you are interested in learning more about the BIA business membership advantages or have questions, please contact me. **If your business is interested in joining the 17th Ave RED BIA, please send me a letter confirming your desire in writing by March 28, 2019.** An open house on the BIA expansion will be held at the BIA's Office located in the Devenish Building at 209-908 17th Ave SW at **3:00 PM until 5:00PM on March 31, 2019.**

Please join the BIA for refreshments and information on the expansion process.

Sincerely,

Esther Kelly  
Executive Director  
17th Avenue Retail & Entertainment BIA  
209-908 17th Ave SW, Calgary, AB T2T 0A3  
P| 587-356-4106  
E| [brz@17thave.ca](mailto:brz@17thave.ca)

List of potential expansion areas:

1. 16th Ave SW between 8th and 9th St SW
2. North (where possible) and South Sides of 17th Ave SW, East of 4th St SW to MacLeod Trail S and South at 17th Ave SW and MacLeod Trail S, East Side only to 18th Ave SW
3. North and South sides of 17th Ave SW, west of 14th St SW to 16th St SW
4. North on 14th St SW (East & West Sides) to 15th Ave SW
5. North on 11th St SW to 15th Ave SW on East Side
6. North on 8th St SW (East & West Sides) to 14th Ave SW
7. North and South on 2 St SW (East & West Sides) between 15th Ave SW and 18 Ave SW

**LETTER OF SUPPORT TO JOIN 17TH AVE RETAIL & ENTERTAINMENT DISTRICT BIA**

Business' Main Contact Name: Sylvie Law  
Business Name: Sylvstyle Boutique  
Business Address: 329B, 333 17th Ave SW  
Business Phone No.: 587-352-5122  
Business Email: sylvstyle@hotmail.com

Attention: Esther Kelly, Executive Director  
17th Ave Retail & Entertainment District BIA  
209-908 17th Ave SW  
Calgary, AB  
T2T 0A3

Dear Ms. Esther Kelly,

I am writing you today to confirm my support to join the 17th Ave Retail & Entertainment District BIA upon approval from City Council to change the current BIA boundaries.

If there is any additional support or information that you require I/we provide, please feel free to reach out.

Sincerely,

Signature:



Print Name:

Sylvie Law

LETTER OF T TO JOIN 17<sup>TH</sup> AVE RETAIL & ENTERTAINMENT DISTRICT BIA

Business' Main Contact Name: Hanan Atwi (second contact Emad Sleiman)

Business name: Cowboy's Smokeshop & Electronics

Business Address: 341 17<sup>th</sup> Ave SW Calgary AB

Business Phone number:

For customers – 403-454-1477

For business contact: Hanan – 7807073985

Emad – 403-852-5151


Sam (3<sup>rd</sup> contact when Hanan /Emad unavailable)- 403-608-5954

Dear Ms Esther Kelly,

I am writing you today to confirm my support to join the 17<sup>th</sup> Ave retail & Entertainment District BIA upon approval from City Council to change the current BIA boundaries.

If there is any additional support or information that you require I/we provide, please feel free to reach out.

Sincerely,

A handwritten signature in black ink, appearing to be 'Hanan Atwi', written over a horizontal line.

Hanan Atwi

**LETTER OF SUPPORT TO EXPAND THE 17TH AVE RETAIL & ENTERTAINMENT DISTRICT BIA BOUNDARIES**

Business' Main Contact Name: Noeme A. Africa / Raymond dela Cruz  
Business Name: Hotel Elan  
Business Address: 1122 16 AVE SW  
Business Phone No.: 403 229-2040  
Business Email: gm@hotelandan.ca / raymond.delacruz@hotelandan.ca

Attention: Esther Kelly, Executive Director  
17th Ave Retail & Entertainment District BIA  
209-908 17th Ave SW  
Calgary, AB  
T2T 0A3

Dear Ms. Esther Kelly & 17th Ave Retail & Entertainment Board,

I am writing you today to confirm my support to expand the 17th Ave Retail & Entertainment District BIA upon approval from City Council to change the current BIA boundaries. We are excited to become a part of this BIA and feel that we will benefit from being included within the new boundaries.

If there is any additional support or information that you require I/we provide, please feel free to reach out.

Sincerely,

Signature:   
Name: NOEME A. AFRICA